



Arizona SunWise Video Contest!! \$1000 Cash Prize

Sponsors:

Arizona Department of Health Services Arizona SunWise Program , Arizona Medical Association Alliance, Maricopa County Medical Society Alliance; Arizona Association for Health, Physical Activity, Recreation and Dance; School Nurses Organization of Arizona

Two Categories

6th-9th grade: **When You're Active Outside, Be SunWise!**

Create a 2-minute SunWise Video and Be Eligible to Win \$1000 & Be Named the Best Sun Safety Video in the State!

Have you ever thought about how you would teach someone to prevent sunburns or avoid skin cancer when outside? Did you know wearing sunglasses, sunscreen, protecting skin with clothing and a wide-brimmed hat while being active outdoors can prevent skin cancer?

- Create a fun 2-minute video to show how to stay safe in the sun
- Do an original skit, original song (changing the lyrics or copying the melody/music of a published song not allowed). **Entries not 100% original will be disqualified.**
- Post your video on [YouTube](#)
- Fill out an **entry form** identifying your video name and URL on the Arizona SunWise homepage: www.azdhs.gov/phs/sunwise
- Tell friends to "vote" for you by clicking on and viewing your video to log viewing "hits"
- Winning video will be announced on the SunWise homepage on Tuesday, May 10, 2011
- Winning video will be selected on creativity (75%) and the number of "hits" or views (25%)
- Click here for [rules](#), [entry form](#) and [YouTube's](#) posting page. Entry deadline is midnight, Sunday May 1, 2011. Winning video will be used in a state-wide sun safety campaign by the Arizona SunWise Program.
- A \$1000 cash grand prize will be awarded to the winning entry by the Maricopa County Medical Society Alliance (MCMSA)

10th-12th grade: **Make a Prom Plan Not to Tan: Be SunWise!**

Create a 2-minute SunWise Video and Be Eligible to Win \$1000 & the Title Best Sun Safety Prom Video in the State! How would you convince someone not to tan before prom—or anytime? Did you know skin cancer is the most common cancer among 15-29-year-old young women?

Sunbathing and indoor tanning can cause skin cancer. Keep your skin the color you were born in and avoid wrinkles. Block the sun with a hat, sunscreen, clothing or seek cover.

- Create an imaginative 2-minute video to show everyone your plan not to tan before prom.
- Do an original skit, original song (changing the lyrics or copying the melody/music of a published song not allowed). **Entries not 100% original will be disqualified.**
- Post your video on YouTube
- Fill out an entry form identifying your video name and URL on the Arizona SunWise website: www.azdhs.gov/phs/sunwise
- Tell friends to vote for you by viewing your video online to log viewing "hits"
- Winning video will be selected on creativity (75%) and the number of "hits" or views (25%)
- Winning video will be announced on the SunWise homepage on Tuesday, May 10, 2011
- Click here for [rules](#), [entry form](#) and [YouTube's](#) posting page. Entry deadline is midnight, Sunday May 1, 2011. Winning video will be used in a state-wide sun safety campaign by the Arizona SunWise Program.
- A \$1000 cash grand prize will be awarded to the winning entry by the Arizona Medical Association Alliance (ArMAA)

Arizona SunWise Video Contest Rules and Requirements

2 CATEGORIES: 6th-9th grade Theme: **When You're Active Outside, Be SunWise!**
10th-12th grade Theme: **Make a Prom Plan Not to Tan: Be SunWise!**

Prizes: Grand prize \$1000 cash for each of the 2 categories

Timeline: Contest begins Tuesday, March 1, 2011.

Entry Deadline: Sunday, May 1, 2011 at 11:59 p.m.

Judging: Winning video for each category notified **May 10, 2011 &** videos posted www.azdhs.gov/phs/sunwise

Eligibility:

Must be a U.S. resident and Arizona resident to enter

Must be a student in 6th-9th grade or 10th-12th grade, dependant on the category being entered

How to Enter

1. Create a video 2 minutes in length
2. Post your video online on YouTube. Visit the www.YouTube.com help site to create an account.
3. To enter a video, complete an entry form on the Arizona SunWise homepage: www.azdhs.gov/phs/sunwise and specify the video's URL and category being entered: 6th-9th grade or 10th-12th grade
4. Encourage your friends, family, school to vote for your video. Each time someone clicks on and views your video, a "vote" will be registered
5. Any entry posted on YouTube should be done with the approval of the entrants' parents or legal guardian's consent

Video Requirements

- Video must not be longer than 2 minutes
- Create an **original** skit, original song or original play. Any entry that copies melody or lyrics or musical composition from a published song will be disqualified. No parodies, no changing the words to a popular song. Be 100% original!
- An entrant may submit more than one entry.
- Group entries are allowed.
- The 6th-9th grade video category must incorporate the theme: **When You're Active Outside, Be SunWise!**
- The 10th-12-grade video category must incorporate the theme **Make a Prom Plan Not to Tan: Be SunWise!**
- Video should incorporate at least 3 ways to protect skin, prevent sunburns and skin cancer from the SunWise Tip Sheet: http://azdhs.gov/phs/sunwise/pdf/tip_sheet.pdf
For example: 1) protect skin with clothing, 2) avoid sunbathing and tanning booths, 3) wear sunscreen and lip balm with an SPF of 15, 4) wear a wide-brimmed hat, 5) wear sunglasses, 6) limit time in the midday sun; 7) take cover under an awning, tree or umbrella, 8) check the UV Index for sun damage risk.
- The video cannot have been submitted previously in a promotion or contest of any kind or exhibited or displayed publicly through any means previously. The video must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous, or that promotes bigotry, racism, hatred or harm against any group or individual or promote discrimination based on age, sex, religion, nationality, disability, sexual orientation or race and must not contain material that is unlawful, in violation contrary to the laws or regulations in Arizona.
- Entries will be screened to ensure they meet the requirements.
- Video will be judged on creativity (75%) and number of views or "hits" (25%) to the URL
- A winner will be chosen for each category: the 6-9th grade "When You're Active Outside, Be SunWise" and the 10th-12-grade category "Make A Prom Plan Not to Tan"
- The winning video entry in both categories will receive a \$1000 cash prize. **Prize will be awarded to the entrant listed on the entry form submitted to ADHS to register the video. It is the responsibility of the registering entrant, not ADHS, to divide or share the prize if video is submitted by more than one person.**

- Judging will be based on a video's creativity (75%) and number of "hits" or views (25%) of the video.
- Winning videos will be used in the state-wide Arizona SunWise sun safety campaign. Winners must agree to allow the Arizona SunWise Program to promote the official winning videos.
- Questions: please contact Arizona SunWise Program Manager Sharon McKenna at Sharon.McKenna@azdhs.gov or phone 602-364-3143. Visit our website for information on the Video Contest and state SunWise mandate at : www.azdhs.gov/phs/sunwise